BRIAN SANDOVAL Governor

> C. J. MANTHE Director



SCOTT WHITTEMORE Interim Administrator

STATE OF NEVADA
DEPARTMENT OF BUSINESS AND INDUSTRY
TAXICAB AUTHORITY

2090 E. Flamingo Road, Suite 200 Las Vegas Nevada 89119 Telephone (702) 668-4000 • Fax (702) 668-4001 http://taxi.nv.gov STAN OLSEN
Chairman
BRUCE AGUILERA, ESQ
Vice Chairman

Members ROGER C. THOMPSON, Ph. D RICHARD DAVID GROOVER

MINUTES OF THE JUNE 21, 2018 BOARD MEETING

1. Call to Order

Chairman Stan Olsen called the meeting to order at 9:00 am at the location of 2080 E. Flamingo Road, Suite 114, Las Vegas, Nevada 89119

Present from the Nevada Taxicab Authority Board
Chairman Stan Olsen
Member Bruce Aguilera
Member Roger Thompson
Member Richard David Groover
Sophia Long DAG

2. Pledge of Allegiance to the Flag.

Chairman Olson led the Pledge of Allegiance to the Flag.

3. Compliance with Open Meeting Law

Interim Administrator JD Decker stated the meeting was in compliance with the Open Meeting Law.

4. Public Comment

No public comments at this time.

5. Approval of the May 3, 2018 Board Meeting Minutes

- FOR DISCUSSION AND POSSIBLE ACTION.

The minutes were requested to be approved from the March meeting. All in favor – *motion passes*.

6. Clarify specific airport routes through the tunnel and if restricted to downtown routes

- FOR DISCUSSION AND POSSIBLE ACTION.

Interveners - Yellow Cab, Checker Cab and Star Cab and ITPEU (AFL-CIO)

Cheryl Knapp, Henderson/Whittlesea Cabs, stated they would like to thank the Board for the approval of the LOA's application last month for alternative routes. This progress took over 18 months. The airport routes cannot be gauged properly with time and distance because of project Neon and feel it's premature to discuss. We request that this item be tabled until the data compiled would be relevant.

George Balaban, Desert Cab, had nothing to add to the topic.

Andrew Morton, Frias, stated he could route from my office to my home 5 different times a day through Google maps and get 5 different routes to my destination. The driver should have the ability to use their discretion for the best route with current traffic situations at that time, with consent of the passenger. We would like to see language that is displayed in the cab, to give information to the passenger. "A driver may suggest an alternate route based on traffic conditions. Please speak with your driver about time saved or any other changes in cost due to alternate routes." Enforcement wouldn't change as we have technology in place to identify drivers that are over charging passengers. Customers would continue to get reimbursed and drivers would be disciplined. Drivers are expected to be professional. Do we want to dictate routes to drivers for locations and is that feasible with traffic? Our thought from Frias is to let the driver have the discretion along with the consent of the passenger.

Chairman Olsen quested how the consent of the passenger would be done.

Andrew Morton stated it would be an agreement between passenger and drivers. There could be a route consent with technology.

Jonathan Schwarz, YCS, stated an oral contract enforceable. There doesn't have to have a recording or written report. The passenger needs to communicate with the driver and consent. We feel that is sufficient.

Andrew Morton added Las Vegas is different than other taxi market he's worked in. The expectation from these other markets based on the ordinance reads much like ours. The driver has a responsibility to take an optimal route and be a professional. We penalize drivers that don't.

Member Thompson questioned how you know which driver has misused their discretion.

Andrew Morton stated they get the information second hand. By either a complaint or a citation for long- hauls. An internal disciplinary policy is set up and we will refund the customer's money. We are looking to move to technology to identify drivers in advance that are not taking optimal routes.

Member Thompson felt that the path to take was towards technology. He questioned if the word of the passenger is taken on a long-haul.

Andrew Morton various ways will be checked to see if that's correct. Internal surveillance would be done. I also like Google maps, as they are realistic routes. If there is an incident, then the date is stored in

Member Thompson questioned how long the data was kept?

Andrew Morton stated if there in an incident, then the data would be stored indefinitely. The life cycle of a camera is 4-5 days. We would like to get to the camera within a couple days.

Member Thompson stated sometimes it takes several days for the passenger to go home and think about it they were long-hauled to then get in touch with you.

Andrew Morton responded that is correct. We will still have the GPS and credit card history. That part is there indefinitely.



Member Groover added any time we step around time and distance, were opening ourselves up for big problems with long-hauling. We haven't had the time to run the numbers would be because of the construction on 115. I don't believe we've identified the exact technology using to prevent long-hauling. I would like to hear more about that.

Andrew Morton responded that we haven't made a final decision on a provider as this time. I do not want to speak to something we haven't selected yet. What we looking at is full GPS history of a driver – with estimated distances. What the estimated start/stop should have been. We will be able to identify in traffic conditions what it should have been.

Chairman Olsen asked if the technology that is being looked at is it equal to "smart meter" with the capability of the TA to access it and changes rates remotely. Andrew Morton, Frias, stated it would be remotely accessible.

Nati Kahasay, former cab driver/ITPEU, the tunnel was designed to relieve the burden of traffic for drivers. Drivers should be able to use resources at their disposal to serve their customers. Picking someone up from NY, NY and took them to Treasure Island on a Friday afternoon, I won't sit in traffic as I have limited hours to make money for myself. I need to be able to use any resources available to me. We would like to see the data that the companies would present.

Ruthie Jones, ITPEU/OPEIU, stated that many times customers are verbally agreeing to a longer drive, but once the vehicle is stopped and inquiries are being made and knowing they won't have to pay. The drivers get hit quite a bit.

Chairman Olsen brought up prior that drivers could have a check list for passenger could go thru. Everyone opposed that. There is a way, but no one wants to do it.

Ruthie Jones stated they may do a survey among drivers. She will let Chairman Olsen know how the survey turns out.

Member Aguilera asked how long it would be before project neon is completed. Unknown speaker stated at the end of 2019. That is what DOT has reported.

Chairman Olsen stated we have a minimum of 18 months to 2 years. It is a mess to get on the 15 and to get off.

Member Aguilera stated he was on it the night before and it's was a mess and I believe drivers need flexibility right now.

Member Groover didn't feel we have enough statistics to make a decision with construction going on.

Member Thompson stated he agreed with Member Groover.

Chairman Olsen stated that this item would be tabled for another time to discuss.



7. Pursuant to NAC 706.471, adjusting rate to possible include implementations of zones. - FOR DISCUSSION AND POSSIBLE ACTION.

Interveners - Yellow Cab, Checker Cab and Star Cab and Lucky Cab Company

Jonathan Schwarz, YCS, stated he wanted to share an experience he had in Cleveland. I owned Americab in Cleveland for 20+ years. It was the second largest taxicab fleet in the city. There are problems with zones. Sometimes customers are overcharged or undercharged. The problems with undercharging are that cab drivers will not service the trips. In Cleveland, the Taxicab Authority attempted to put in zones for the Airport drive to down town. It caused a lot of controversy for several months and the city council had to become involved. The city council then imposed rates they felt were fair and equitable. They were too low. Cab drivers stopped going to the airport. We can try to force drivers to drive, but if the rate becomes uneconomic, they won't drive. Six to nine months later the city got rid of zones. Then the drivers started to return to the airport and charged according to distance and time. That's the fairest way to do this. I agree with what Andrew Morton said regarding google maps and taking different routes to the same location. The problem with that is there is a different time and distance associated with every route. Under the meter the customer is charged a different fare. Distance and time is how it needs to be charged. The poorest example of zones was Washington D.C. I can supply articles at the next meeting demonstrating that zones do not work.

Chairman Olsen asked if there was a flat fee from the airport to downtown or the strip then the driver could get there anyway he chooses under that flat fee. You don't think that would work?

Jonathan Schwarz replied he didn't feel it would work because of the different variations pending the time of day. I don't want to overcharge the customer. We have gotten a black eye with long-hauling and I don't want to exacerbate it by going to a flat fare or zone system. Someone would be able to over analyze it and say "I was overcharged".

Chairman Olsen questioned if this was how the TNC worked with their trips. You tell them where you are going then they tell you what the flat fee is from that location.

Jonathan Schwarz replied that they provide an estimate, which may not be accurate. They are still charging you according to distance and time. The difference with TNC is they can surge charge you. They will notify you ahead of time.

Member Thompson thought that giving an estimated cost upfront would be a good idea. Then if it's too much, I wouldn't go with you.

Jonathan Schwarz replied it is easier to facilitate with an app. It's a difference scenario when someone is jumping in a cab out of line where they are holding up 25 cabs behind deciding if they want that cab. I don't believe the casinos would love that idea.

Member Thompson stated there used to be signs at the airport giving estimated fares to the public. I understand the argument on zones, which brings up back to the long-hauling issue, which is more of a concern than we want to admit.



Vice Chairman Aguilera stated he was in favor of an estimate being provided from the airport to downtown. You could put something in the cab the estimate. Things can change with traffic and possible stops, but this way they have an idea.

Ruthie Jones stated there is a variable. It's not set as to what the fare will be due to unforeseen circumstances. It's a congested town because of our size and we have drivers with no regards to anyone's rights except their own. You don't want to have the driver stuck with a fare from an estimated quote when something occurs and changes the fares.

Chairman Olsen commented that the biggest problem we have had to address is long-hauling. The key person behind long-hauling is always the driver. Businesses may or may not discipline. The drivers' are the common denominator each time. My feeling is if a driver is caught long-hauling twice, he loses his TA card. Permanently, that's what I would like to see happen. If you have trouble getting drivers, then clean up the act.

Nati Kahasay admitted there are drivers who are taking advantage of the situation. Majority of them with experience serve their customers respectfully. Taking their permit would not solve the solution. The solution would be defining the long-hauling properly and allowing drivers to use their judgment. Now if I pick up a customer from the airport and take them thru the 15 to bring them to Flamingo, then yes I should lose my permit. If I use an alternative route approved by the Board with a reasonable amount of fare, then that should be acceptable with the Authority.

Chairman Olsen stated we did approve that. We put the businesses on notice that we are going to heavily fine them. We are going to do the same with the drivers that continue this action. If they lose their lively hood, that's their choice.

Jonathan Schwarz stated we always refund the customer their money. Driver's caught long-hauling 3 times would be terminated. Whether the TA takes their license away or we won't employ the driver. About 52% of the industry has invested into smart meters. The appeal of the meter is we can track the driver closely.

Vice Chairman Aguilera asked Jonathan Schwarz when you receive a complaint from a customer what is the percent that are found that they were long-hauled.

Jonathan Schwarz responded that it's in the 90's. We don't anyone to leave this town with a bad taste in their mouth for being over charged.

Chairman Olsen asked Jonathan if when a complaint comes and a refund is given, is the TA notified. I would like to see the industry report this to the TA so it's in their data base. Jonathan Schwarz would have to check.

Chairman Olsen asked Jonathan Schwarz, YCS about Kab-it?

Jonathan Schwarz stated that Kab-it is made up of YCS, Whittlesea and Desert. When a customer calls Kab-bit, they get the closest cab of these 3 companies via GPS sent to them. That's about 52% of the cars in town.

Member Groover questioned what the amount was spend on smart meters.



Jonathan Schwarz replied that on Kab-it, it's around 3 million dollars between smart meters and the universal dispatch. The smart meter itself is about \$900.00. The smart meter has a cell phone in it to communicate with the passenger as well as a meter. The meter will service as many apps as are compatible with the meter. Passengers are not going to download an app just to ride in a cab in Vegas. They are coming with whatever app was already on their phone from any area or country. If their app on their phone is compatible with our meter they will get a message on their phone.

Chairman Olsen asked Interim-Administrator JD Decker when the industry reports a long-haul from a complaint, would the TA be able to put it in their data base. Not as a conviction but from the industry. Interim-Administrator JD Decker replied that it would be possible to track. Currently we process 70-100 enforcement actions a month on long-hauling specifically. We site about 5-15 long haul citations, which is 5-10% of the resources we expend. Long-hauling is not one of our big issues. We police it because a public perception that relates to tourism.

Member Thompson stated he suspected there are a lot of long-haul cases that are not reported.

Chairman Olsen stated that former Member Campos was long-hauled from the Aria to the Wynn. When Campos told the driver that's the wrong way, and it's long-hauling, the driver said no, no, no we have to go this way. Member Campos then informed the driver who he was. The driver then composed himself. Member Campos did not report it, but he did share with me. He also stated he was going to share with the company of the driver, although I don't know if he did or not. That's just one example. The negative perception the city gets because of it is unacceptable. Chairman Olsen's recommendation would be to table this item. A sign with a range of the estimate needs to be at the airport. Interim-Administrator JD Decker stated Mr. Whittemore will look into that.

8. Pursuant to the provisions of NRS 706.8845 and NAC 706.540 discussion regarding dress code for drivers. - FOR DISCUSSION AND POSSIBLE ACTION.

Interveners - Yellow Cab, Checker Cab and Star Cab and ITPEU (AFL-CIO)

A discussion between Chairman Olsen, Vice Chairman Aguilera, Member Groover, Member Thompson, Kimberly Maxson-Rushton on behalf of the Livery Operators Association, Desiree Dante (Lucky Cab), Micaela Ward and Andrew Morton (Frias) and Mario Locascio (Deluxe) was discussed regarding a collar on shirts for all taxicab drivers.

Chairman Olsen stated there is an image to keep up and moved to have collared shirt put in the regulations to mandate collared shirts

Kimberly Maxson-Rushton stated in lieu of putting it in the regulations, a dress code policy would be required to be submitted to the Administrator to be reviewed. The policy would include a provision that a collared shirt is required by all taxicab drivers.

Chairman Olsen responded that the process will go thru the new Administrator, Mr. Whittemore as Ms. Maxson-Rushton suggested.



- 9. Pursuant to NRS 706.8846 discussion regarding refusal of cab companies to respond to service calls outside the "Golden Triangle."
 - FOR DISCUSSION AND POSSIBLE ACTION.

Interveners - Yellow Cab, Checker Cab and Star Cab and ITPEU (AFL-CIO)

Kimberly Maxson-Rushton stated there is a requirement that taxicabs be responsive to calls to serve members of the public. Members of the LOA have invested in Kab-it so that there is a centralized dispatch to ensure rides. Taxi calls being missed doesn't happen enough to be a problem.

Jim Morgan, owner of Captain – which supplies technology to Kab-it, stated the average response time across the valley is 8 minutes. We're picking up around 30,000 rides per month. These rides were where someone called in requesting a car. A dispatcher would be able to tell a rider how far away a ride could be. Another way is a hands free cell phone in the taxicab. When a driver accepts a call, there is an option for the driver to push a button that calls the passenger without sharing phone numbers.

Member Groover questioned Jim Morgan what happens when a driver doesn't accept that call.

Jim Morgan responded that the ride request goes to the closest car in a matter of seconds. If they don't accept the ride, it goes to the next 3 closest cars etc..... Then they can program it to go back thru the cycle again or bounce back to the dispatcher's screen where they have to intervene to contact the driver. The dispatcher can look on a screen to see a location of every cab in the system and the status of that cab. We try to stop those drivers so we can stop that from happening again. A passenger can specifically request a driver, because of their history it shows up on the screen.

Member Groover commented that the reporting is great as long as someone on the other end reads the reporting. A candidate for Mr. Whittemore's position in preparation for his interview was going to take a cab ride. After three calls in, I don't know if it was Kab-it or not, and after 45 minutes to an hour he gave up on ever getting his cab ride.

Chairman Olsen commented that he has the tape from the interview which will be played today. He also questioned Jim Morgan if there is any type of advertising to notify the public of this. Jim Morgan responded that he didn't think so. Chairman Olsen felt this needs to be advertising.

Jim Morgan stated that there is a button, which is wireless, at the area of the restaurant that the host can press to call for a cab for a passenger. There is a second type of button for a handicap or wheel chair special services they need. Those buttons will only hail the type of vehicle associated with that button. The third type of button that broadcasts a message to all available taxis in a certain diameter letting them know "cabs are needed" at a particular location.

Member Thompson stated he liked the idea of a dispatch center that controls every cab in the city. How flexible is Kab-it in dealing with smart meters other than the one you have. Jim Morgan responded we are happy to integrate work with other entities of other products in the company. It's just really a matter of if that would work with our system. Vice Chairman Aguilera asked what other stated Jim Morgan was in. Jim Morgan responded that we do some work in Houston. Our primary focus though is Las Vegas for the last 20 years.



Audio of applicant Byron Goynes interview:

He explained that at 12:00 pm he went to take a cab. He had gone to the Las Vegas Blvd mall. I asked the host where to go for a cab. The host directed him to the cab stand, which had phone numbers to 3 different cab companies. I called Western cab and told the dispatcher that I would like a cab from the Blvd Mall to the Airport. He said he will send a cab right over and it should be around 15-20 minutes. Around 12:20 pm no cab had arrived. I called and got the same dispatcher and he had ensured me he had radioed multiple cabs and that one would arrive. Another gentleman arrived at the cab stand and asked him if he was waiting on a cab as well. The gentleman responded that he was. Two young ladies also came up by the cab stand and they were on their cell phone. I asked them if they were waiting on a cab and they responded, "No we are waiting on Uber." I asked what your Uber says. They stated "our car will be here in 3 minutes, it's a silver Toyota, with an African American female driver." Within one minute Uber was there and they waved goodbye. At 12:44 pm after 24 minutes no taxi had arrived. Again, I called at 12:59 pm. While waiting I asked the other gentleman what he thought about the taxicabs here in Las Vegas. The gentleman responded that "they suck." At 1:20 pm no cab came, so, I got in my truck and drove home.

Chairman Olsen stated, that's one company and one example. This is absolutely unacceptable. Companies not a part of the Kab-it system, what are you doing to address this system?

Desiree Dante, Western Cab, stated she would like to apologize as this is the first I have heard of this. Knowing this, I would have done some research to see why the call wasn't covered. The technology we use is "Curb." It does have GPS unit capability. The dispatch is not centralized, but internal. Every morning a supervisor pulls the dispatch daily report. Calls they couldn't get covered are noted, A call that was dispatched to a specific driver, and that driver failed to go to that call are also noted. The supervisor picks that up daily along with any customer complaints we receive daily. The driver that didn't respond would be called in and disciplined.

Member Thompson asked Desiree Dante if the dispatcher is at fault for not following up on the call.

Desiree Dante responded that if he couldn't get it covered with a specific driver, he could have pushed it to another lucky cab.

Member Thompson questioned how he would know?

Desiree Dante stated they would track. This is a radio call, they know if they have had to put out the same radio call 5-7 times. They know if there is a difficulty covering that call. With 100's of cab on the road, that shouldn't happen.

Member Groover commented that not only did dispatcher miss it, but also your supervisor.

Desiree Dante agreed with that, or the dispatcher didn't document it.

Andrew Morton stated he previously came from a global dispatching software company. In my 3 months here we are working to refine the process. All dispatch reporting comes directly to me. I review it on a weekly and monthly basis. Our average completion of trips right now is around 87-89% give or take. It will never be perfect at a 100%. Reasons it cannot be 100% can be service times, driver availability or a passenger will call multiple cab companies and Uber and Lyft at the same time. So it's no shows.



We are looking to implement other technologies. I have been speaking with Interim-Administrator JD Decker testing some smart meter options. We still have testing to do and haven't made a decision on this yet.

Chairman Olsen asked Andrew Morton what would happen if somebody calls for a cab in Mesquite where you used to supply services and have withdrawn from there.

Andrew Morton responded that they posted a press release at the time of closing and a call forwarding message running for a few weeks. We have now stopped advertising services in that area and the line is disconnected.

Mario Locascio stated we use a totally different system. It's a CMT system. We have our own app. CMT is our outsource company that tracks our cab in one scope. We know where the cab is at, if the driver doesn't take, or when the driver receives. We bring them in for discipline if they do not take the call. Our meter, CMT, is owned by Disney. When we engage the meter they shoot their advertising. All our equipment is run by CMT. Our meter is a dumb meter, but CMT is smart. CMT takes that function of a smart meter.

Chairman Olsen asked Andrew Morton is there meter was a "smart meter?"

Andrew Morton replied that it was not. We run thru a vector inside the vehicle onto a dispatching platform. We get the gps location of the dispatching cab, who is available and tracking their locations. It's not done thru the meter; it's done thru the device.

Desiree Dante stated we run the old DT5 meters, but we still have gps and trip log thru the Curb and Veriphone system. The TA is not able to access the meter.

Chairman Olsen strongly urged all of the companies that do not have that TA access remote to start considering it

Desiree Dante responded that it is financially burdensome, but we are exploring different avenue and vendors.

Chairman Olsen stated that as your revenue changes, so does the TA. It will make more sense to remotely access your meter and adjust it rather than send someone to each meter. This audio was not meant to embarrass anyone, but this has been a problem. These types of situations in the future are going to be met by this Board with a very heavy hand – meaning significant fines. We can go to \$5,000 per incident. I am not opposed to doing that. Stick on the drivers and that they take the call when told. Being hit with a \$5,000 fine because your driver chose not to take a call is not a good option.

Interim-Administrator JD Decker thanked Chairman Olsen for expressing the desire about going into remote access and electronic monitoring of rides and activity.

Member Groover asked Chairman Olsen about seeing a date that we bring the remote access back onto the agenda. I'm hesitant to do it anytime soon because of the huge expense for this to be done.

Chairman Olsen stated he didn't care what brand they buy, just that the TA would be able to remotely access and have gps. A future agenda topic will be a date the industry is to come in with their statistics - in August.



Member Groover stated that Metro and most of the law enforcement agencies have gone to a centralized towing service because of the delay in tows coming in. They are using a company called "Auto Return" to send it out to all the different tow trucks in the city. The one that's closest goes and does that impound. More people are going to that sort of technology.

10. Open Administrator Position.

- FOR DISCUSSION.

Chairman Olsen introduced Scott Whittemore as the new Administrator.

Scott Whittemore thanked the Board for having the confidence to forward my name among 2 other applicants to Director Manthe. Thank you to her for her confidence in this position. Thank you to Interim-Administrator JD Decker who has done an outstanding job, with big shoes to fill. First day as Administrator will be Monday, June 25, 2018. I am a third generation Nevadan, born and raised up in Reno. I went to Boyd Law School here at UNLV. My wife and I are small business owners. She does that with a 100% of her time. I've been with the division of Mortgage Lending for almost 20 months. As a financial regulator I have a good back ground in understanding licensing enforcement. This is an incredibly important industry for Las Vegas. Its incumbent on all of us to make sure we do everything we can to give taxis a fair shake in this town. That's my intent to work with the Board. We have a great, passionate staff that cares about this city and the job that they do. I look forward to working with them as well.

Interim-Administrator JD Decker commented that about 3 months ago, Mr. Whittemore and I had lunch. I was currently serving at the Interim-Administrator and I encouraged him to apply. You hired him, but part of this might be my fault in the end if he doesn't do well.

11. Staff Report

Interim Administrator's Report

The taxicab had a huge part this year in improving conditions for the riding public. The Industry also had a better location than the prior year. We had help, but not what we thought we would receive. There were 8 or more meeting before the event with the developer at the speedway reviewing the layout of the festival and negotiating space for the taxi stand. We did that on our own without a lot of Industry involvement. We had a better location for us this year. The Chief and our enforcement team spent a lot of time planning for this. We thought the EDC would be a big deal for the industry. We would like more participation from the Industry next year.

City of Las Vegas Curb Allocation Taskforce

The mayor created a taskforce to address the growing problem of curb sharing the Fremont street area downtown. Our involvement is less on that "this is a problem" but more on the TNC being a problem. We would like you to involve yourselves the TA because the Taxi Industry seems to be doing it right. We are helping to develop a program for picks ups downtown. The TNC industry has been a problem for the Mayor and the City as the TNC is not following the rules that the taxis are following. If you would like to be involved, please see us.



Personnel

Some personnel changes have been announced and some haven't. We have some vacancies and a new Administrator starting Monday. We are preparing for the 2019 Legislature with our budget. Currently we are knee deep in budget problems. We are working with the Directors office for the 2019 Legislative Session.

Interim Administrator Position

JD Decker commented that it was his pleasure to work with the Agency for the last 3 ½ months and working with the Board. I shared with the Director of Business Industry that when it was announced I was going to the DMV and then getting to be Inter-Administrator, it was waiting to go to the job I put in for. While I was waiting to go there, I got a Christmas Present of working with the Taxicab Authority.

12. Report of Legal Counsel

Deputy Attorney General Sophia Long had nothing to report.

13. Public Comment.

No public comments at this time.

July Board Meeting was changed from July 19 to July 26th. Location to be determined.

14. Adjournment (Action)

All in favor of adjournment – Motion passes

